

Will you Please Shop Mornings.

We are trying
our best to give
you all first class
service. You can
help us a lot if
You Will Shop
Mornings.



Our Ambition

To sell first class
merchandise
To give first
class service
To make an honest
profit
To have our customer
as proud of our
store as we are

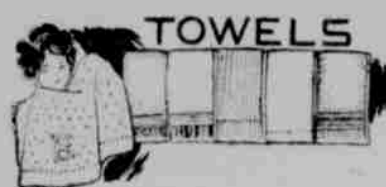
We feel our store has honestly earned the reputation of being the "Holiday Headquarters" for Gratiot County and this year in spite of a real scarcity of gift goods, we are ready to back that reputation with the largest and best assorted line of Holiday Merchandise we have ever shown you.

We sell Honor Brand Candies the BEST popular priced line Chocolates 25c, the rest 15c.

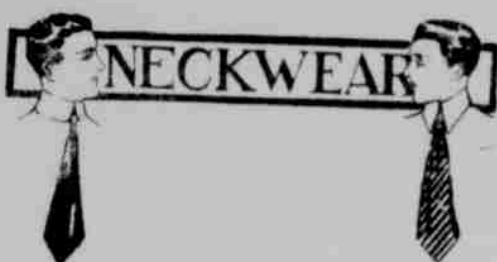


Handkerchiefs

The daintiest line of gift handkerchiefs assembled from the best lines on earth.
Ladies' Hdkfs. 5c to 25c each
Ladies' Hdkfs. in gift boxes priced 25c to \$3.00 box
Ladies' initial Hdkfs. in colored border 15c each, 85c box
Men's initial Hdkfs. 10c each
Men's silk Hdkfs. 25c each
Splendid line of children's Hdkfs. in gift boxes



TOWELS
Linen gift towels. 25c to 50c
Bath towels, colored border, large size, priced 25c to 45c
Plain white bath 10c to 25c
Wash cloth to match any of our bath towels. Priced 5c and 10c
Large assortment Damask & Hincuback towels. Priced 10c to 25c
Dresser scarfs and stand spreads 25c and 50c



NECKWEAR
Ladies' cape collars in flannel, crepe, silk and French lawn. The season's newest novelties 25c and 50c
Ladies' bow and string ties a very large line. Priced 10c and 25c
Men's silk four-in-hand neckties, one whole showcase full to select from.
We Can Please You.
Priced 25c and 50c



STATIONERY
Here is where we excel; we are able because of the splendid values we give to use very large quantities and are thus enabled to secure better values. You will find we can suit the most exacting taste.
Priced 10c and 25c



BOOKS
The Largest Assortment in the City.
Boys' books, our price 25c
Girls' books, our price 25c
Miscellaneous fiction 25c
Popular copyrights 50c
Picture books 5c to 50c
Linen books 5c to 25c
Bibles \$1.00, \$1.25 and \$1.40
Testaments 25c



Ribbons

All the new fancies suitable for X-mas gift making up to 6 inches wide, priced 25c yd.
Beautiful line hair bow ribbons up to No. 150. Priced 25c yd.
Pure silk taffeta ribbon up to No. 80. Our price 10c yd.



JEWELRY

Rings, year guarantee. Our price 19c
Very pretty rings for Ladies and Children 10c
Lavaliers and pretty ones too. Our price 25c
We also have them for 10c

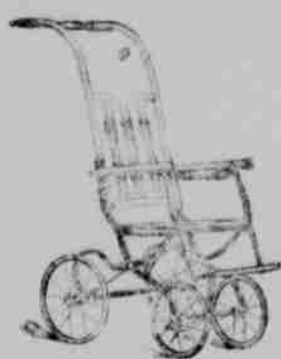
Ladies' Hand Bag.

We specialize on 50c bags; we have no other price; we can show you some splendid values priced 50c



Slippers

When you want your Slippers is when you want to rest your tired feet
Then Buy Comfy Slippers they make tired feet glad.
Men's comfy slippers \$1.75
Ladies' comfy slippers \$1.50
Ladies' comfy slippers \$1.75
Cheaper ones \$1.00, \$1.10 and \$1.25



Doll Carriages

Full folding cart priced 50c
Full folding steel frame cart with top and rubber tires \$1.25
Our special the best value for the money ask to see this one. \$2.45
Better ones and large enough for twenty-four-inch dolls. Priced \$2.65, \$3.00 and \$3.50



DOLLS

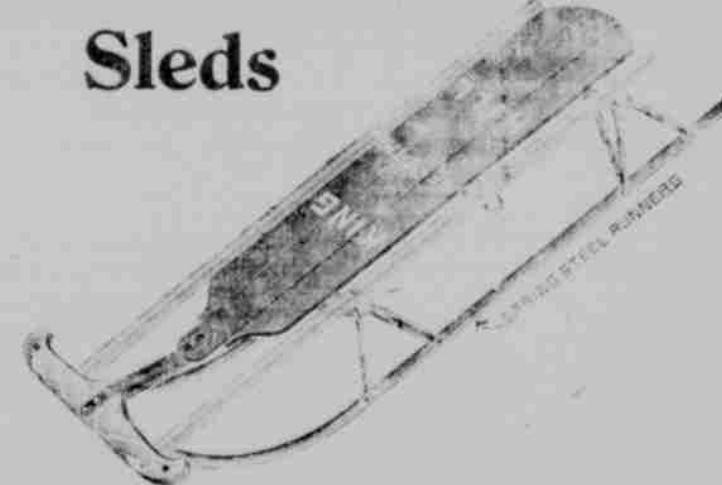
In spite of no German dolls at all we are able to show you all the dolls you will want to look at. Just a few kind body dolls left. 25c to \$5.25
Unbreakable dolls priced 25c, 50c and \$1.00
Dressed dolls priced 15c, 25c and 50c
Doll dresses and a mighty pretty line too. Priced 25c



SHOES

Do you wish to buy useful gifts?
Our shoe line has hundreds of useful gifts all ready for you, and you know our shoes always show you a saving. Remember we are the only store in Alma selling "Ball Band" shoes, rubbers and arctics. Why not buy the best?

Sleds



Your boy won't be happy until he gets a King of the Hill steering sled. Our price \$1.00 \$1.25
We have all the other kinds also
Wheelbarrows, 25 Daisy Rizes. Our price \$1.00 to \$3.00

Please Shop Mornings.

Toyland For The Kiddies

Toys from every market
Toys of every kind
Toys to please the healthy boys
They would almost please the blind.
How is that?



Please come with the children when they visit toyland, you will have as much fun as they.

This line is too large. No use trying to describe and price it for you.

BETTER YET, COME IN AND SEE FOR YOURSELF, BRING THE KIDDIES.

One last suggestion, buy your boy an erector, the most educational toy invented, 25c to \$9.00.

Cushing & Benedict

"Where You Do The Best."

ALMA

ALMA